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Kurniawati¹, Yona Wahyuningsih², Setyaningsih Rachmania³, Yayang Furi Furnamasari⁴ |

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*Corresponding author : Kurniawati, Yona Wahyuningsih, Setyaningsih Rachmania, Yayang Furi Furnamasari, Universitas Pendidikan Indonesia Bandung, Indonesia.

Journal of Islamic Communication and Counseling, Department of Islamic Communication and Broadcasting, Universitas Muhammadiyah Yogyakarta. Siti Walidah building F6, 2nd floor, Jl. Brawijaya, Geblagan, Tamantirto, Kasihan, Bantul, Daerah Istimewa Yogyakarta, 55183.

Email: jcc_kpi@umy.ac.id

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Kurniawati¹, Yona Wahyuningsih², Setyaningsih Rachmania³, Yayang Furni Furnamasari⁴
Universitas Pendidikan Indonesia¹²³⁴
kurniawati@upi.edu¹, yonawahyuningsih@upi.edu²,
niarachmania27@upi.edu³, furi2810@upi.edu⁴.

Abstract: Education is an important aspect of human life since it lasts throughout human life. The politeness value must be instilled from an early age in the family, community, and school environment. The phenomenon of the crisis in the value of politeness is a problem that must be resolved. Character education material contained in the National Education Curriculum, especially regarding the value of politeness, should be conveyed through interactive media to facilitate children's learning and understanding, one of which is through cartoon/animation films. Accordingly, the above reason is the background for research on the Social Character Analysis of Politeness Value in the Nussa and Rara Films. The purpose of this study, in general, is to analyze the politeness values in the animated series Nussa and Rara and their benefits for cultivating the values of politeness in children. The method in this research was through content analysis by discussing in-depth sentences and scenes in animated films in the form of words, sentences, pictures, cut scenes, paragraphs, and so on. There were ten aspects of politeness character based on the analysis of Nussa and Rara, such as (1) Respect for older people; (2) Receiving something always with the right hand; (3) Do not speak dirty and harsh words; (4) Not being arrogant; (5) Dress modestly; (6) Not spitting carelessly; (7) Appreciating the efforts of others; (8) Respect the opinions of others; (9) Giving, and (10) Do not interrupt in conversation.

Keywords: Social Character Value of Politeness, Nussa and Rara Films

A. Introduction

Indonesia is famous for its various cultures, while the diverse culture certainly has a tremendous impact on the people. Accordingly, in this cultural diversity, there is a diversity of customs. The customs are carried out in accordance with the habits of the surrounding community, leading to the richness of Indonesian culture since each tribe has different customs and traditions. For example, the traditions of the Javanese people are different from those of the Balinese or Papuans. These customs are the basis for regulating ethics, the function of local norms, the basis for regulations and prohibitions. One of the most important lessons from various Indonesian cultures is to uphold the values of politeness. The crisis of politeness in terms of expressing gratitude, apologizing, and asking for help is happening now and often causes friction and tensions in interacting, especially in communication.

These politeness values have been given since children understand the meaning of communication between themselves and the people around them. Some of the politeness values learned are politely saying thank you when someone gives help or gives things they want either directly or indirectly. Another politeness value that is taught is to say sorry if you do something you shouldn't do. The word help has been taught from an early age. This is when the child intends to ask for help from those around him. Learning the values of politeness is inherent in everyday life. These politeness values can be taught through social media that is currently booming.

Children are the hope of the nation, and it is necessary to educate them with adequate character education, including the values of politeness. Diemernan states that character is the foundation of all our relationships: working, learning, community, and more (Diemernan, 2009). To apply the values of politeness to children, the media is one of the tools that are currently in great demand. The media closest to children during this pandemic are television and social media such as YouTube. In accordance with Suspendi's opinion, online learning media can be used (Suspendi, 2020). Online learning is currently being carried out due to social distancing. The goal is to keep a distance from other people to avoid the transmission of the Covid-19 virus. One of the television shows that have been broadcast is the animated film *Nussa and Rara*, which has been broadcast by Indosiar since Saturday, October 12, 2019. Also, during Ramadan in 2020, *Nussa* became one of the most popular animated films because the series partly discussed politeness value.

1. Social Character Value of Politeness

Education is a lifelong process, and it aims to humanize humans. Character education at the elementary school level is integrated into the National Education Curriculum. RJPN and UUSPN are solid foundations in the operational implementation of national culture and character education as a program of the Ministry of National Education 2010-2014 as outlined in the National Action Plan for Character Education (2010). Character education aims to develop the ability of all school members to make good and bad decisions, be exemplary, maintain goodness, and realize that goodness in everyday life. The essence of education is a change, from bad to good, from being unable to be able, and from being unskilled to being skilled. Humans are creatures that have the potential to be educated properly and continuously. After all, humans have a perfect physique and have the potential to actualize it in

intellectual, social, moral, and other aspects. Educational curriculum based on an understanding of the perceived nature of Islam refers to the following phenomena: divinity, the universe, humans, and life (Muharram, 2006: 11). Basically, although humans do not understand anything when born into the world, they have various potentials that they are born with so that humans can use them as capital in interacting with their natural environment. At first, humans are born without any knowledge, and then by using various senses, which are gradually utilized, they will experience a transformation of knowledge.

What is captured by the senses, especially hearing (*as-sam'*) and sight (*al-absar*), is understood and taken into account by the conscience as a result of learning (Lajnah Pentasbihan Mushaf Al-Qur'an Agency for Research and Development and Training of the Ministry of Education and Culture, the religion of the Republic of Indonesia, 2014: 4). Character values that must be instilled in children in the national education include being religious, honest, tolerant, disciplined, hardworking, creative, independent, democratic, curious, nationalist, respect for achievement, friendly/communicative, peace-loving, fond of reading, caring for the environment, social care, and responsibility (Manullang, 2013). These values are ideally embodied in everyday life in attitudes, words, and actions. Politeness is part of character values. Courteous character is a character value obtained through the process of habituation and education in communicating and interacting in the environment. Each community group has its own politeness norms. Language is part of the way humans communicate. Polite communication is also influenced by the norms that apply in every society in which the individual lives. Sauri states that politeness is subtlety and good (his manners, behavior), while politeness is shown in a dignified and ethical manner (Sauri, 2017). Language politeness in communicating considers various aspects: the purpose of speaking, who is speaking, who is the respondent, who is being discussed, and the atmosphere of the conversation.

Polite language communication, apart from being part of the sociology of language, is also an important point in character education because it involves ethical elements. Keraf states that what is meant by courtesy is to give appreciation or respect to the person being spoken to, especially the listener or reader (Keraf, 2016). Language politeness is very important to be applied and empowered at all levels/levels of education so that students are able to apply it appropriately in real life.

Based on the facts, daily life experience shows a difference between someone knowledgeable and uninformed ones. But knowledge is not enough, and good character is also needed. Good character must be built from an early age. The introduction of habituation regarding the values of life and positive character, especially regarding politeness, must be started from an early age in interacting and communicating with the environment. The development of character education is a shared responsibility between families, communities, and educational institutions. In terms of the Qur'an, which can be categorized as educational activities, among them are *tarbiyah*, *ta'lim*, *mau'izah hasanah*, *da'wah*, and *tausiyah*.

Various moral values that are instilled at home by the family must be in accordance with the age level of the child's mental development. Everything that has been accustomed well at home through *uswah* and *qudwah* will be imitated by the child gradually into an attitude in behaving in life.

2. Cartoon Nussa and Rara as Learning Media

Learning media is one aspect that cannot be separated from learning activities. The presence of learning media is expected to be able to help facilitate the learning process. Basically, learning media serves to become an intermediary in delivering subject matter to students.

Suprihatiningrum states that the media in the world of education and learning are defined as tools and materials that carry information or learning materials that aim to facilitate achieving learning objectives (Suprihatiningrum, 2013). Learning media has three characteristics; fixative traits, manipulative traits, and distributive traits. Learning media has six main functions: attention, motivation, affective, compensatory, psychomotor, and evaluation.

In connection with the statement above, the learning media used should be interesting and able to stimulate the child's cognitive, affective, and psychomotor aspects. Of course, the learning media must be able to make children absorb the educational values contained in it.

In Indonesia, many film programs are served for children. However, as a parent, you must be able to be a good supervisor. Don't let your child mistakenly enjoy television broadcasts that don't have character values, especially politeness, or it will damage children's morals. The characteristic of children is imitation so that a child will more easily record the events they see, and they will imitate it in the real world. For example, when children watch television shows that contain acts of violence, it is not surprising that one day children will imitate and apply it to their younger siblings or friends. Therefore, it is very important to be careful when choosing shows/film programs for children.

If observed, television shows and virtual worlds devoted to children with character values lately are minimal. When compared to the era of the 1990s, it was very different. Even though they were not familiar with the internet, television shows that were devoted to children were very diverse. Starting from children's songs, animated films, or other events that are intended for children. Currently, television shows are more decorated with soap operas or reality shows that have no character elements at all. Instead of teaching character values, the show actually teaches violence to children. Animated films are one of the media that can be used to instill character values. The film is one of the modern communication media that is effective for entertaining as well as conveying messages that can influence attitudes, mindsets, and open insight for the audience (Widyatmoko, dkk., 2019: 74). In Indonesia, many animated children's films are shown. Whether it is broadcasted on television or on the YouTube channel, some animated films that are intended for children include Sopo Jarwo, Nussa and Rara, Diva the Series, Upin-Ipin, and others.

Animated cartoon films are one form of media that can be used as an interesting, effective, and efficient learning medium. Cartoons or animated films, commonly called animations, are films that are the result of processing hand images so that they become moving images. Animated films are made from sheets of drawing paper which are then rotated so that a moving image effect appears.

Animated cartoon films for children's consumption are not only intended as a means of entertainment but also for education. Characterizations in cartoons can be in the form of humans, animals, plants, or imaginative characters created by the storyteller. Messages conveyed to the audience (children) are generally easily absorbed

and imitated by children because they are displayed attractively in audio-visual displays that can stimulate children's imaginative fantasies and their understanding of values.

The animated film *Nussa and Rara* was produced by the animation house The Little Giantz which was initiated by Mario Irwinskyah in collaboration with 4 Stripe Production. There are interesting things shown in the film. The character of *Nussa* is depicted as a 10-year-old boy wearing a koko shirt and a white cap. *Nussa* is a boy with a disability since birth. One of his legs was deformed and required him to wear a prosthetic. Meanwhile, *Rara* is described as a little girl who wears a robe and looks cute and adorable.

Sayekti stated that this film was born against the backdrop of the decline in the character of the nation's children (Sayekti, 2019). The animated film *Nussa and Rara* is a film made by director Bonny Wirasmono which just started showing around December 2018. The film can only be enjoyed through the YouTube channel. Even though it's only been a few weeks, the viewers immediately numbered in the hundreds of thousands. Reporting from *Tribunnews.com* that the film received a good response from the Indonesian people, the first episode of *Nussa Official* has now been watched by 2.2 million viewers and has more than 400 thousand subscribers. In fact, it occupies the 3rd trending position on YouTube Indonesia.

Animated films that are shown in Indonesia rarely contain character values. The animated film *Nusaa and Rara* seems to answer the public's needs for character education contained in an animated film. Demillah's research concluded that the animated film *Nussa and Rara* provided useful teaching or knowledge for children, which was good for children. This study analyzed the character values in *Nussa and Rara* and their relevance in learning in elementary schools (Demillah, 2019: 107).

B. Research Method

The method in this research was content analysis by discussing in-depth sentences and scenes in animated films. As stated by Eriyanto, in the method of content analysis, the unit of analysis is part of the content to be observed in the form of words, sentences, pictures, scene pieces, paragraphs, and so on (Eriyanto, 2011: 64). It is similar to Krippendorff's definition of content analysis (Krippendorff, 1980: 21). The data for this research are the animated films *Nussa and Rara* directed by Bonny Wirasmono, which have been published and traded on DVD with various existing titles. The object of research is the character values contained in the animated film *Nussa and Rara*. In addition to analyzing the social character, the politeness values contained in the film were based on research instruments in the form of indicators of politeness values. Accordingly, the data analysis technique used descriptive qualitative.

C. Research Results

Nussa and Rara are one of the shows that can teach character learning in children. Since this film includes character education, it is very good to be introduced to children from an early age. The following were the results of identifying the character values in the animated film *Nussa and Rara*.

Table 1. C Analysis of Social Character Politeness Values of Nussa and Rara Film

Episode/Title	Aspect of Character of Compliance				
	Respect elders	Receiving things always with the right hand	No dirty and rude words	Not arrogant	Dress modestly
01/TIDUR SENDIRI GAK TAKUT	√	-	√	√	√
02/MAKAN JANGAN ASAL MAKAN	-	√	√	√	√
03/DAHSYATNYA BASMALLAH	-	-	√	√	√
04/NGOBROL BARENG NUSA DAN RARA	-	-	√	√	√
05/SENYUM ITU SEDEKAH	√	-	√	√	√

Episode 1. Rara was afraid when she was going to sleep because she forgot to pray. Her mother told Nussa to accompany and guide Rara to sleep. Indicators of politeness characters that appear in the film episode 1: 1) aspects of respecting elders, Nussa obeying her mother's orders to accompany Rara and obeying her mother's message; 2) There are no dirty and rude words. The communication in the film by Nussa, Rara and her mother applied polite speech; 3) There is no character who is arrogant; 4) All characters are dressed modestly according to the context of the story and the setting of the time and place; 5) There are no characters who spit in any place; 6) Rara appreciates her brother's efforts to shake her bed with a broomstick; 7) Rara respects her brother's opinion by not criticizing; 8) There was no scene of interrupting the conversation. Rara listened to her brother's words to the end, and only then did she respond.

Episode 2 is about eating manners. Nussa and Rara demonstrated and conveyed proper eating procedures according to the Sunnah of the Prophet. The politeness indicators that appear are: 1) Always receiving something with the right hand, shown by Nussa and Rara when eating and drinking, 2) There are no dirty and rude words, all speech is delivered in polite language, 3) There is no arrogant behavior, 4) The clothes used by all the characters are polite, 5) There is no character spitting anywhere, 6) The attitude of appreciating the efforts of others by not showing scenes of wasting and insulting food, 7) Respecting the opinions of others without criticizing, and 8) There is no scene interrupting the conversation.

Episode 3 about the benefits of saying *basmallah* tells the story of Nussa and Rara forgetting to say *basmallah* when they are going to ride (bike) with their cat. On the way, the cat was tempted by the devil/ghost so that the cat thrashed. As a result, Nussa lost control of his bicycle, so the three of them fell. Aspects of politeness that appear in this film: 1) There are no

dirty and rude words even though the characters are in a state of panic, 2) There are no scenes that show arrogant behavior, 3) The clothes used by the characters are polite according to the context of the story; 4) There is no spitting scene anywhere, 5) Rara shows respect for other people's efforts by not blaming Nussa for failing to control his bicycle, 6) Respecting the opinions of others is shown by not criticizing each other's opinions, and 7) There is no scene interrupting the conversation.

Episode 4 is about the interview of the host of an event to Nussa and Rara. The indicators of politeness in this film are shown in 1) Respecting older people shown by Nussa and Rara obeying their mother's words to say *basmallah* before starting the activity as well as Nussa and Rara's attitude towards hosts who are much older than them; 2) There is no dirty and rude speech; 3) All characters wear polite clothes according to the context; 4) There is no spitting scene anywhere; 5) The host showed respect for other people's efforts when conveying to Rara about Rara's misunderstanding when approaching the camera; 6) Respect for other people's opinions is shown by not criticizing anyone's opinion; 7) Nussa and Rara answered greetings from other hosts.

Episode 5's theme is smile is charity. The indicators of politeness are shown in 1) The attitude of respect for older people is shown by the attitude of Rara kissing the hands of the orphanage administrator; 2) There are no scenes using dirty and rude words, 3) The attitude of not being arrogant is shown by the attitude of Nussa and Rara being humble when handing over their donations to the orphanage, 4) The clothes worn by the characters are polite according to the context, 5) There is no spitting scene anywhere, 6) An attitude of respect for other people's efforts is shown by the orphanage, thanking Nussa and Rara for the donations, 7) The attitude of respect for others is shown by not criticizing the opinions of others, and 8) In this episode there are no scenes of reproaching the conversation.

D. Conclusion

Nussa and Rara is a good alternative for children to watch. The film has several character values which are very good if applied to children, including the value of politeness. There were ten aspects of politeness character based on the description of the data as follows: (1) Respecting older people, (2) Receiving something always with the right hand, (3) Do not speak dirty and harsh words, (4) Not being arrogant, (5) Dress modestly, (6) Do not spit carelessly, (7) Appreciate the efforts of others, (8) Respect the opinions of others, (9) Giving, and (10) Not interrupting the conversation.

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Author Details

Kurniawati¹, Yona Wahyuningsih², Setyaningsih Rachmania³, Yayang Furi Frunamasari⁴

Email

kurniawati@upi.edu
yonawahyuningsih@upi.edu
niarachmania27@upi.edu
furi2810@upi.edu

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